



JAMES A. NOYES, Director

# COUNTY OF LOS ANGELES

## DEPARTMENT OF PUBLIC WORKS

*"Enriching Lives"*

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IN REPLY PLEASE

REFER TO FILE: WM-5

March 4, 2004

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, CA 90012

Dear Supervisors:

**SIGN AND LANDSCAPE GUIDELINES  
AMENDMENT TO THE LOS ANGELES RIVER MASTER PLAN  
ALL SUPERVISORIAL DISTRICTS  
3 VOTES**

**IT IS RECOMMENDED THAT YOUR BOARD ACTING AS THE GOVERNING BODY  
OF THE LOS ANGELES COUNTY FLOOD CONTROL DISTRICT:**

Adopt the enclosed Sign and Landscape Guidelines as an amendment to the Los Angeles River Master Plan, which was adopted by your Board on June 13, 1996, Synopsis 16 .

2. Authorize the Director of Public Works or his designee to issue Flood Control Permits based on conformance with the Sign and Landscape Guidelines.
3. Authorize the Director of Public Works or his designee to update and amend the Sign and Landscape Guidelines, as is necessary, to reflect consensus-based recommendations derived by the Los Angeles River Master Plan Advisory Committee or other changes in policy.

## **PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

The Master Plan identifies the need for a signage program to facilitate connections between communities and recreational facilities along the River. In October 2000, the Mountains Recreation and Conservation Authority volunteered to develop the Sign Guidelines at no cost to Public Works. A Memorandum of Understanding was executed between Public Works and the Mountains Recreation and Conservation Authority in February 2001. A Signage Subcommittee, from the Los Angeles River Master Plan Advisory Committee, was organized to assist with developing the Sign Guidelines by recommending logos, fonts, and other signage elements. The draft Sign Guidelines were approved by the Los Angeles River Master Plan Advisory Committee in August 2003, after an extensive review process, including approval from County Counsel.

The Sign Guidelines provide design specifications for various types of signs, including informational, warning, regulatory, and directional signs. The specifications include a heron logo and river background to provide unique and consistent awareness of the River system.

The Master Plan also proposed the development of Landscape Guidelines to provide consistent native landscaping along the River to sustain habitat, ensure that flood control maintenance and access are not impacted, and facilitate the permit process. In March 1999, Public Works contracted with Benshoof/Withers Landscape Architecture to prepare the Landscape Guidelines. Although, the guidelines were completed in June 2001, the Los Angeles River Master Plan Advisory Committee requested additional revisions, which required an extensive review process. In August 2002, Public Works accepted the Los Angeles and San Gabriel Rivers Watershed Council's proposal to revise the Guidelines at no cost to Public Works. The Los Angeles River Master Plan Advisory Committee reviewed and approved the Guidelines at the January 28, 2004, quarterly meeting with an understanding that the Guidelines would be modified when necessary. For example, Public Works has noted a potential concern regarding the current availability of the recommended plants in the Guidelines. To address this concern, Public Works will continue working with the Los Angeles and San Gabriel Rivers Watershed Council and, if necessary, will modify the Guidelines to offer a more extensive list of recommended plants.

Overall, the Sign and Landscape Guidelines are consistent with Public Works' commitment for implementing the Master Plan and improving Flood Control District rights of way. The Guidelines will be applied to all Flood Control District rights of way.

until superceding guidelines are developed for individual watersheds or rights of way corridors.

### **Implementation of Strategic Goals**

This action is consistent with the County Strategic Plan Goal of Organizational Effectiveness because it provides collaborative information related to public safety and County infrastructure. This action also meets the Strategic Plan Goal of Service Excellence because it promotes widespread awareness of the River and its beneficial uses for improving the quality of life in the County.

### **FISCAL IMPACT/FINANCING**

The adoption of the Sign and Landscape Guidelines will have no impact on the County General Fund.

### **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

The Sign Guidelines do not supersede signage requirements as mandated by the Federal Highway Administration, Caltrans, or local jurisdictions. The Sign Guidelines clarify that all signs must comply with Federal, State, and municipal requirements including the American Disabilities Act.

The information provided in the Landscape Guidelines does not conflict with Federal, State, or other regulatory requirements.

### **ENVIRONMENTAL DOCUMENTATION**

The Sign and Landscape Guidelines are categorically exempt as specified in Class 1 (x)(1) of the Environmental Document Reporting Procedures and Guidelines adopted by your Board on November 17, 1987, Synopsis 57. On June 13, 1996, Synopsis 16, your Board approved a programmatic Negative Declaration/Environmental Assessment, which determined that the Master Plan, including a signage system and planting guidelines, would not create a significant effect on the environment.

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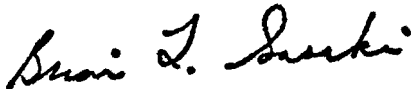
**IMPACT ON CURRENT SERVICES (OR PROJECTS)**

There is no adverse impact on current services.

**CONCLUSION**

Please return three approved copies of this letter to Public Works.

Respectfully submitted.

A handwritten signature in black ink, appearing to read "James A. Noyes".

JAMES A. NOYES  
Director of Public Works

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Chief Administrative Office  
County Counsel